

# 2006 License Plate Design Challenge Guidelines and Policies

## Purpose

The Michigan Department of State will introduce two new license plates in January 2007. One will replace the current, basic white-on-blue license plate; that license plate design is already completed. The second will replace the current orange, blue and white Great Lakes Splendor license plate. **This license plate design challenge is to replace the Great Lakes Splendor license plate.**

## Sponsor

Michigan Department of State

## Official Entry Forms

All designs of the new commemorative license plate must be submitted on or accompanied by the official entry form. The official entry forms and the rules are available from the Michigan Department of State web site at: [www.Michigan.gov/sos](http://www.Michigan.gov/sos) or at any Secretary of State branch office.

Entry forms and rules are also being mailed to Michigan's public, private, and charter schools to encourage student participation.

Entry forms and rules may also be obtained by writing to the "2006 License Plate Design Challenge," Attn: Paul Charette, Michigan Department of State, Richard H. Austin Building, 430 W. Allegan, Lansing, MI 48918.

## Challenge Deadline

The "2006 License Plate Design Challenge" begins May 30, 2006. Entries must be postmarked or submitted by midnight, **June 23, 2006**. The final license plate design will be unveiled later this summer.

## Eligibility

The challenge is open to all Michigan residents, with the exception of the judges and their immediate families.

Please, only one entry per participant. If a participant submits two or more license plate designs, all of his or her entries will be disqualified.

Entries become the sole property of the Michigan Department of State and will not be returned. The Michigan Department of State reserves the right to modify license plate designs and themes prior to use. Participants cannot reserve or copyright their rights in a license plate design or theme.

Neither the Michigan Secretary of State nor any of the judges assume any responsibility or liability for the damage, loss, theft, misdirection, lateness or insufficient postage of any entry.

Decisions of the Michigan Secretary of State are final.

### **Judging Committee**

Secretary of State Terri Lynn Land and a panel will serve as judges.

Staff from the Office of Government Affairs will sort the entries based upon common license plate design themes or elements. This first-round selection process will narrow the field for final selection. The judging committee will then review the selected entries and make a final determination.

### **2006 License Plate Design Challenge Criteria**

Participants may submit their idea by drawing it within the space provided on the entry form. A space of 5 inches by 10 inches is provided. (The actual size of the license plate when manufactured is 6 inches by 12 inches.) Also include a brief statement describing the intent of your license plate design.

Watercolor and acrylic paints, markers, crayon, pen-and-ink, and sketching pencil are suitable artistic media for creating a license plate design. Designs should be two-dimensional – no relief or sculptured designs will be accepted.

Participants may also create license plate design ideas by using computer graphic software.

### **License Plate Design Concepts**

The Michigan Secretary of State seeks to commemorate the beauty and splendor of our state. Suitable license plate design concepts may include but are not limited to:

- Natural and man-made state landmarks
- Landscapes or waterscapes
- Native animals and plants
- Representations of the Great Lakes
- Recreational or commercial enterprises supported by the Great Lakes

License plate designs should have a broad appeal and avoid controversial subjects or symbols that are likely to offend.

Inappropriate license plate designs include but are not limited to logos or depictions of specific commercial, private, educational, civic, religious, sports or other organizations whose membership or ownership is not universal.

No frivolous or inappropriate license plate designs will be accepted.

License plate designs that are covered by copyright, trademark or other rights (such as privacy or publicity rights) must include a release acceptable to the Michigan Secretary of State from the rights owner. This release must allow the concept to be used on the license plate, in marketing and promotional materials and on the department's web site for unlimited worldwide distribution without charge or restriction.

Your completed entry must be postmarked or submitted by midnight, June 23, 2006 to:

**2006 License Plate Design Challenge**  
**Attn: Paul Charette**  
**Michigan Department of State**  
**Richard H. Austin Building**  
**430 W. Allegan**  
**Lansing, MI 48918**